

**LISTING OF CLAIMS:**

Claims 1 – 64 (Cancelled).

Claim 65 (New): A method for consumer-selected advertising and branding in a virtual world,

comprising:

providing one or more advertisements to a participant;

providing one or more locations for the display of said advertisements in a virtual world;

receiving at least one selection of said one or more advertisements and said one or more locations from said participant;

creating ad content from said at least one selection; and

providing said ad content in said virtual world.

Claim 66 (New): The method of claim 65, wherein said participant creates at least one of said one or more advertisements.

Claim 67 (New): The method of claim 66, wherein said participant's creation of said one or more advertisements is provided in at least one of said virtual world, or one or more ancillary support environments.

Claim 68 (New): The method of claim 65, wherein said participant's selection of said one or more advertisements and said one or more locations is provided in at least one of said virtual world, or one or more ancillary support environments.

Claim 69 (New): The method of claim 65, further comprising:

tracking one or more activities of said participant in said virtual world.

Claim 70 (New): The method of claim 69, wherein said one or more activities includes at least one of computer games, video games, online chat, instant messaging, or one or more virtual scenes. ~~AND~~

Claim 71 (New): The method of claim 70, wherein said virtual scenes including a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

~~AND~~

Claim 72 (New): The method of claim 69, wherein said tracking includes at least one of (a) collecting information on said participant, (b) collecting information on said one or more advertisements included in said ad content for said participant, or (c) collecting display information on the manner in which said one or more advertisements are displayed to at least one from a first group of participants, users, or viewers in said virtual world.

Claim 73 (New): The method of claim 72, wherein said display information includes at least one of (i) a measured display time of said one or more advertisements to said at least one from said first group, (ii) a number of said first group that viewed said one or more advertisements, (iii) anticipated display time of said one or more advertisements to said at least one from said first group, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said first group to said one or more advertisements.

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Claim 74 (New): The method of claim 72, further comprising:

rewarding said participant with one or more rewards based on said tracking of said one or more activities.

Claim 75 (New): The method of claim 74, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

*Nov*

Claim 76 (New): The method of claim 74, further comprising:

creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) said ad content for said participant, or (d) information on said at least one selection, (e) reward information.

Claim 77 (New): The method of claim 65, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world. *No N*

Claim 78 (New): The method of claim 65, wherein said virtual world is implemented by interactive media.

Claim 79 (New): The method of claim 78, wherein said interactive media is provided by at least one of (a) a second group of one or more servers and one or more databases, or (b) interactive television.

*B)* Claim 80 (New): The method of claim 65, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) predetermined times. *Pos Nos*

Claim 81 (New): The method of claim 65, wherein said one or more advertisements include at least one of a third group of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

*Ans*

Claim 82 (New): The method of claim 65, wherein said one or more advertisements include at least one of a fourth group of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

*Ans*

Claim 83 (New): The method of claim 72, further comprising:

logging said one or more activities of said participant and said first group.

Claim 84 (New): The method of claim 83, wherein said logging is performed in said second group.

Claim 85 (New): The method of claim 69, further comprising:

reporting to an advertiser said one or more activities about said one or more advertisements.

Claim 86 (New): The method of claim 85, wherein said one or more advertisements are created by said advertiser.

Claim 87 (New): The method of claim 85, wherein said one or more advertisements are provided by said advertiser.

Claim 88 (New): The method of claim 85, wherein said one or more advertisements are provided by said participant and approved by said advertiser.

Claim 89 (New): The method of claim 85, further comprising:

billing said advertiser in connection with said one or more activities.

Claim 90 (New): A system for consumer-selected advertising and branding in a virtual world, comprising:

first means for providing one or more advertisements to a participant;

second means for providing one or more locations for the display of said advertisements in a virtual world;

means for receiving at least one selection of said one or more advertisements and said one or more locations from said participant;

means for creating ad content from said at least one selection; and

means for providing said ad content in said virtual world.

(65)

Claim 91 (New): The system of claim 90, wherein said participant creates at least one of said one or more advertisements.

(66)

Claim 92 (New): The system of claim 91, wherein said participant's creation of said one or more advertisements is provided in at least one of said virtual world, or one or more ancillary support environments.

(67)

Claim 93 (New): The system of claim 90, wherein said participant's selection of said one or more advertisements and said one or more locations is provided in at least one of said virtual world, or one or more ancillary support environments.

(68)

Claim 94 (New): The system of claim 90, further comprising:

means for tracking one or more activities of said participant in said virtual world.

(69)

Claim 95 (New): The system of claim 94, wherein said one or more activities includes at least one of computer games, video games, online chat, instant messaging, or one or more virtual scenes.

(70)

Claim 96 (New): The system of claim 95, wherein said virtual scenes including a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

(71)

Claim 97 (New): The system of claim 94, wherein said tracking includes at least one of (a) collecting information on said participant, (b) collecting information on said one or more advertisements included in said ad content for said participant, or (c) collecting display information on the manner in which said one or more advertisements are displayed to at least one from a first group of participants, users, or viewers in said virtual world.

(72)

Claim 98 (New): The system of claim 97, wherein said display information includes at least one of (i) a measured display time of said one or more advertisements to said at least one from said first group, (ii) a number of said first group that viewed said one or more advertisements, (iii) anticipated display time of said one or more advertisements to said at least one from said

(73)

first group, (iv) said one or more locations of each of said one or more advertisements, or (v) information on exposure of said first group to said one or more advertisements.

Claim 99 (New): The system of claim 97, further comprising:

means for rewarding said participant with one or more rewards based on said tracking of said one or more activities.

(74)

Claim 100 (New): The system of claim 99, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

(75)

Claim 101 (New): The system of claim 99, further comprising:

second means for creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) said ad content for said participant, or (d) information on said at least one selection, (e) reward information.

(76)

Claim 102 (New): The system of claim 90, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

(77)

Claim 103 (New): The system of claim 90, wherein said virtual world is implemented by interactive media.

(78)

Claim 104 (New): The system of claim 103, wherein said interactive media is provided by at least one of (a) a second group of one or more servers and one or more databases, or (b) interactive television.

(79)

Claim 105 (New): The system of claim 90, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) predetermined times.

(80)

Claim 106 (New): The system of claim 90, wherein said one or more advertisements include at least one of a third group of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

(81)

Claim 107 (New): The system of claim 90, wherein said one or more advertisements include at least one of a fourth group of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

(82)

Claim 108 (New): The system of claim 97, further comprising:  
means for logging said one or more activities of said participant and said first group.

(83)

Claim 109 (New): The system of claim 108, wherein said logging is performed in said second group.

(74)

Claim 110 (New): The system of claim 94, further comprising:

means for reporting to an advertiser said one or more activities about said one or more advertisements.

(75)

Claim 111 (New): The system of claim 110, wherein said one or more advertisements are created by said advertiser.

(76)

Claim 112 (New): The system of claim 110, wherein said one or more advertisements are provided by said advertiser.

(77)

Claim 113 (New): The system of claim 110, wherein said one or more advertisements are provided by said participant and approved by said advertiser.

(78)

Claim 114 (New): The system of claim 110, further comprising:

means for billing said advertiser in connection with said one or more activities.

(79)

Claim 115 (New): A computer program product that provides instructions which when executed by a computing platform cause said computing platform to perform operations, comprising a method of:

providing one or more advertisements to a participant;  
providing one or more locations for the display of said advertisements in a virtual world;  
receiving at least one selection of said one or more advertisements and said one or more locations from said participant;  
creating ad content from said at least one selection; and  
providing said ad content in said virtual world.

*(65)*  
Claim 116 (New): The computer program product of claim 115, wherein said participant creates at least one of said one or more advertisements.

*(66)*  
Claim 117 (New): The computer program product of claim 116, wherein said participant's creation of said one or more advertisements is provided in at least one of said virtual world, or one or more ancillary support environments.

*(67)*  
Claim 118 (New): The computer program product of claim 115, wherein said participant's selection of said one or more advertisements and said one or more locations is provided in at least one of said virtual world, or one or more ancillary support environments.

*(68)*  
Claim 119 (New): The computer program product of claim 115, providing further instructions, which when executed by a computing platform, cause the computing platform to perform a further operation of:

tracking one or more activities of said participant in said virtual world.

Claim 120 (New): The computer program product of claim 119, wherein said one or more activities includes at least one of computer games, video games, online chat, instant messaging, or one or more virtual scenes.

(70)

Claim 121 (New): The computer program product of claim 120, wherein said virtual scenes including a dance, party, sporting event, gambling event, meeting, shopping mall, town square, trade show, rally, conference, life simulation, or fantasy simulation.

(71)

Claim 122 (New): The computer program product of claim 119, wherein said tracking includes at least one of (a) collecting information on said participant, (b) collecting information on said one or more advertisements included in said ad content for said participant, or (c) collecting display information on the manner in which said one or more advertisements are displayed to at least one from a first group of participants, users, or viewers in said virtual world.

(72)

Claim 123 (New): The computer program product of claim 122, wherein said display information includes at least one of (i) a measured display time of said one or more advertisements to said at least one from said first group, (ii) a number of said first group that viewed said one or more advertisements, (iii) anticipated display time of said one or more advertisements to said at least one from said first group, (iv) said one or more locations of

(73)  
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each of said one or more advertisements, or (v) information on exposure of said first group to said one or more advertisements.

Claim 124 (New): The computer program product of claim 122, providing further instructions, which when executed by a computing platform, cause the computing platform to perform a further operation of:

rewarding said participant with one or more rewards based on said tracking of said one or more activities.

(74)

Claim 125 (New): The computer program product of claim 124, wherein said one or more rewards include at least one of coupons, merchandise, credits, goods, services, information about said virtual world, opportunities in said virtual world, real money, or virtual money.

(75)

Claim 126 (New): The computer program product of claim 124, providing further instructions, which when executed by a computing platform, cause the computing platform to perform a further operation of:

creating a consumer profile for said participant, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said participant to continue where said participant previously left in said virtual world, (c) said ad content for said participant, or (d) information on said at least one selection, (e) reward information.

(76)

Claim 127 (New): The computer program product of claim 115, wherein said one or more advertisements are located on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

(77)

Claim 128 (New): The computer program product of claim 115, wherein said virtual world is implemented by interactive media.

(78)

Claim 129 (New): The computer program product of claim 128, wherein said interactive media is provided by at least one of (a) a second group of one or more servers and one or more databases, or (b) interactive television.

(79)

Claim 130 (New): The computer program product of claim 115, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) predetermined times.

(80)

Claim 131 (New): The computer program product of claim 115, wherein said one or more advertisements include at least one of a third group of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

(81)

Claim 132 (New): The computer program product of claim 115, wherein said one or more advertisements include at least one of a fourth group of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

(82)

Claim 133 (New): The computer program product of claim 122, providing further instructions, which when executed by a computing platform, cause the computing platform to perform a further operation of:

logging said one or more activities of said participant and said first group.

(83)

Claim 134 (New): The computer program product of claim 133, wherein said logging is performed in said second group.

(84)

Claim 135 (New): The computer program product of claim 119, providing further instructions, which when executed by a computing platform, cause the computing platform to perform a further operation of:

reporting to an advertiser said one or more activities about said one or more advertisements.

(85)

Claim 136 (New): The computer program product of claim 135, wherein said one or more advertisements are created by said advertiser.

(86)

Claim 137 (New): The computer program product of claim 135, wherein said one or more advertisements are provided by said advertiser.

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Claim 138 (New): The computer program product of claim 135, wherein said one or more advertisements are provided by said participant and approved by said advertiser.

(78)

Claim 139 (New): The computer program product of claim 135, providing further instructions, which when executed by a computing platform, cause the computing platform to perform a further operation of:

billing said advertiser in connection with said one or more activities.

(79)

Claim 140 (New): A system for consumer-selected advertising and branding in a virtual world, comprising:

one or more servers with access to a computer network to communicate with one or more participants via one or more clients with access to said computer network, wherein said one or more servers provide said one or more participants with a selection of one or more advertisements and one or more locations for the display of said one or more advertisements in a virtual world;

a consumer database to store consumer profiles of said one or more participants in said virtual world;

an advertising database to store identification for one or more advertisements available for selection by said one or more participants; and

a presentation tracking database to store display information of said one or more advertisements.

Claim 141 (New): The system of claim 140, wherein said computer network provides access to said virtual world.

Claim 142 (New): The system of claim 140, further comprising:

a billing system to generate billing information with access to said display information on said presentation tracking database.

Claim 143 (New): The system of claim 141, wherein said display information includes at least one of (i) a measured display time of said one or more advertisements to at least one of a first group of participants, users, or viewers in said virtual world, (ii) the number of said first group that viewed said one or more advertisements, (iii) anticipated display time of said one or more advertisements to said first group, (iv) a size of each of said one or more advertisements, or (v) a location of each of said one or more advertisements.

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Claim 144 (New): The system of claim 143, wherein said consumer profile includes at least one of (a) registration information, (b) environment continuation information to allow said one or more participants to continue where said one or more participants previously left in said virtual world, (c) ad content for each of said first group, (d) tracking information, (e) reward

NO N

information, or (f) said display information on one or more activities of each of said first group.

Claim 145 (New): The system of claim 140, wherein said one or more servers receives at least one new advertisement in addition to said one or more advertisements in said advertisement database.

Claim 146 (New): The system of claim 145, wherein said new advertisement is received from one of said one or more participants.

Claim 147 (New): The system of claim 140, wherein said one or more servers provides rewards to said one or more participants based upon said display information.

Claim 148 (New): The system of claim 140, wherein said one or more advertisements are displayed at least at one of (i) times designated by said participant, or (ii) predetermined times.

Pos N°<sup>1</sup>

Claim 149 (New): The system of claim 140, wherein said one or more advertisements include at least one a second group of (a) text, (b) symbols, (c) graphics, (d) graphics that are texture-mapped in said virtual world, or (e) multimedia elements of audio, video, and animation.

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Claim 150 (New): The system of claim 140, wherein said one or more advertisements include at least one of a third group of (a) corporate symbols, (b) logos, (c) trademarks, (d) advertising text or copy, (e) graphical pictures, or (f) multimedia elements.

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Claim 151 (New): The system of claim 140, wherein said one or more locations are on at least one of an avatar, a virtual space, or a virtual object of said participant within said virtual world.

✓✓✓

Claim 152 (New): The system of claim 140, wherein said virtual world is implemented by interactive media.

Claim 153 (New): The system of claim 152, wherein said interactive media is provided by interactive television.